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# Engaging Employers

## New Tools for FE Success

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Join us for a seminar and demonstration of this ground-breaking system at the Institute of Directors in London.

**Who should attend?**

Principals, Senior Postholders, LSC Directors, Key Decision Makers in Colleges, Education Providers, and others with a strategic interest in the FE sector.

13th November 2008  
10am - 1pm

The Institute of Directors  
116 Pall Mall  
London  
SW1Y 5ED



# ProtocolNational

Leaders in staffing for colleges

## About the Conference

Following the tremendous success of the Socioeconomic Impact study which was launched with the 157 Group Colleges, EMSI is now offering another great tool for FE success.

Learn how your college can gain a competitive advantage through regional labour market analysis and be among the first to see the system that will revolutionise the way colleges look at their regions.

## Further Education's Strategic Advantage

FE colleges improve the skill level of learners and the productivity of employers throughout their communities. To create better linkages among business, employees, and learners, EMSI has developed a labour market analysis platform that answers questions vital to the development of effective, productive, and competitive services. EMSI's suite of tools will become the foundation for data-driven decision making and your college's strategic advantage.



## Conference venue

The Institute of Directors  
116 Pall Mall  
London  
SW1Y 5ED  
13 November, 2008

116 Pall Mall is a magnificent Grade I listed, Crown Estate building, in the heart of the West End.

## To book

**Online:** [www.protocol-national.co.uk/conferences](http://www.protocol-national.co.uk/conferences)

**Email:** Lauren Gage, [lgage@protocol-national.co.uk](mailto:lgage@protocol-national.co.uk)

**Mail:** Fill out the conference booking form overleaf  
*Cheques should be made payable to 'Protocol National Ltd'*

## Speakers

- John Hayes MP, Shadow Minister for Vocational Education
- Dr. Kjell Christophersen, Senior Economist, EMSI
- Ioan Morgan, Principal, Warwickshire College
- Andrew Crapuchettes, CEO, EMSI

## Delegate fee

**£125 + VAT = £146.88**

## About EMSI

Economic Modeling Specialists, Inc. provides detailed information about regional economies for assessment and planning purposes, bringing together industry, workforce, and education perspectives. EMSI's expertise is centered on regional economics, data analysis, programming, and design to provide the best available products and services for regional decision makers. EMSI offers an integrated portfolio of solutions for college, workforce, and economic development professionals.

EMSI has developed the following products:

- **The Socioeconomic Impact study:** measures the economic impact of colleges on their service regions. The SEIM has now been carried out for more than 800 colleges throughout the US, Canada, and the UK.
- **Strategic Advantage:** a web-based labour market analysis platform for understanding any regional population, economy, and workforce. Currently used by hundreds of colleges in the US, this tool has now been developed for the UK colleges.

Visit [www.economicmodeling.com/UK](http://www.economicmodeling.com/UK) for more information.



# Schedule

13th November 2008

10am - 1pm

The Institute of Directors

116 Pall Mall

London

SW1Y 5ED

10-10:20

**Coffee and Registration**

10:20-10:35

**Keynote Address**

*John Hayes MP, Shadow Minister for Vocational Education*

10:35-11:00 **The Socioeconomic Impact study and how it is being used**

*Kjell Christophersen, Co-founder and Senior Economist, EMSI*

11:00 - 11:30

**Being responsive to the needs of local employers and accountable to the good of the public**

*Ioan Morgan, Principal, Warwickshire College*

11:30 - 12:45

**Meeting the Needs of Employers**

Discussion of how colleges use local labour market analysis to engage employers and place workers and a demonstration of EMSI's new UK version of Strategic Advantage

*Andrew Crapuchettes, CEO, EMSI*

12:45 - 1:00

**Q and A**

1:00

**Lunch**

# Conference Booking Form

## Delegate 1

Mr/Mrs/Miss/Ms: \_\_\_\_\_

Organisation: \_\_\_\_\_

Job Title: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Delegate 2

Mr/Mrs/Miss/Ms: \_\_\_\_\_

Job Title: \_\_\_\_\_

**Fee is £125 + VAT = £146.88 per delegate**

Please tick here to receive an invoice

Alternatively please enclose a cheque made payable to 'Protocol National Ltd'

Enter total amount enclosed here £

Please return to: Lauren Gage, Events Manager, Protocol National, Castle Marina Park, Nottingham NG7 1TN

**Tel: 0115 911 1227**

If you have any special requirements with which we can assist please provide us with details below.

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### Conditions

This booking form constitutes a legally binding agreement. Please note that full payment is required in advance of the event and Protocol National reserves the right to refuse admission if payment is not received. Please note that details of attendees are included on the delegate list in the conference documentation and are shared with organisations directly connected with individual events, including event hosts, exhibitors and sponsors.

Any cancellations made after the 16th October 2008 will incur an administration charge. Cancellations made after 30th October 2008 will not receive a refund.

